

University Of Texas At Dallas Chooses Arkovi To Capture Social Media Data...

Contributed by Arkovi
Wednesday, 18 April 2012

In Continuing Long-term Study On Digital Lives Of Millennials

Dr. Marion K. Underwood continues decade-long study of 200 children - now folding in social media archiving as they head to college.

Arkovi (www.arkovi.com), a leading provider of social media archiving solutions, has been selected in a multi-year contract to provide the technology platform for a long-term study led by psychologist Dr. Marion K. Underwood at UT Dallas.

The study, newly expanded with a National Institutes of Health grant, continues a project that started with 200 3rd graders who are now entering adulthood. For the past 4 years, the project has worked with participants via the Blackberry Project - and will continue, expanded to include coverage for Facebook, Twitter and other social and web channels using Arkovi.

"We're pleased to be partnering with Arkovi for the next phase of our research, as their unique technology is giving us a means by which we can capture, archive, and review social media interactions among the adolescents in our ongoing study," said Dr. Marion K. Underwood, Ashbel Smith Professor, School of Behavioral and Brain Sciences, The University of Texas at Dallas. "As Facebook has emerged as an important context for social engagement among teens, using Arkovi's technology will now enable us, for the first time, to capture the actual content of Facebook communication by our participants. Studying Facebook communication could be yet another window into adolescents' social worlds."

The project is conducted by Dr. Underwood along with Dr. Kurt Beron and a group of psychologists at UT Dallas, and first began in 2003 when participants were 9 years old. With the close cooperation of the participating families, researchers have collected information on an annual basis about a variety of aspects of children's social relationships. This information has helped to illuminate how children get along with their friends, how they resolve conflicts and manage strong emotions in their relationships, and how friendships relate to children's adjustment at school and at home.

"Social media has pervaded every aspect of our lives, as the convergence with mobile devices has made social media a central medium for communications," said Blane Warrene, CEO and co-founder of Arkovi. "It is a privilege to participate in such substantive, long-term research where our technology can ease the burden of data collection and management."

The ongoing study is particularly significant in light of a recent report from the American Academy of Pediatrics, which stated that social media may offer adolescents benefits such as increased opportunities for social connection and communication, academic opportunities, and access to health information, but also warned that its use may confer risk for cyberbullying, sexting, and Facebook depression. "As such, studying the content of Facebook communication could reveal much about adolescents' developing social relationships, and the extent to which they communicate with strangers. This information could have important policy implications for how much free access adolescents should have to Facebook, for example, while at school.

About Arkovi

Learn more by visiting us online at www.arkovi.com or call 1-866-222-2334.

About University of Texas at Dallas - School of Behavioral and Brain Sciences

The School of Behavioral and Brain Sciences is concerned with the study of human development throughout the life span, including normal perceptual, cognitive, linguistic, emotional, social, and physiological processes, as well as individual differences in these processes. As our students and faculty focus on the intersection of mind, brain and behavior, we are committed to translating the latest research into treatment and intervention to improve human lives. The School is housed in Green Hall on the main UT Dallas campus in Richardson. It also has satellite research centers and facilities in downtown Dallas. <http://bbs.utdallas.edu/>

Â
DOVER, Ohio - 16 April 2012